

AUTOCRAT of the Breakfast Table



DICTATORSHIP DEAD? NOT IN LOS ANGELES!

ONE MAN, head of the Retail Clerks Union, chooses to press the "panic button."

Result?

Nearly 20,000 market employees out of work...more than 1000 markets in Los Angeles County closed...Earnings of thousands of workers, in allied industries, curtailed or in grave jeopardy...

... Marketing and distribution of food throughout the entire Southern California area in the grip of a creeping paralysis...

... Several million people inconvenienced, discommoded and exposed to deprivation and growing shortages of vital commodities ...

... The price spiral again threatened to be pushed upward in the vital area of consumer necessities...

... All related fields exposed to the consequences of resultant unrealistic and arbitrary price boosts.

... *The entire economy of the third largest city in America being pushed to the very brink of economic disaster ...*

WHY?

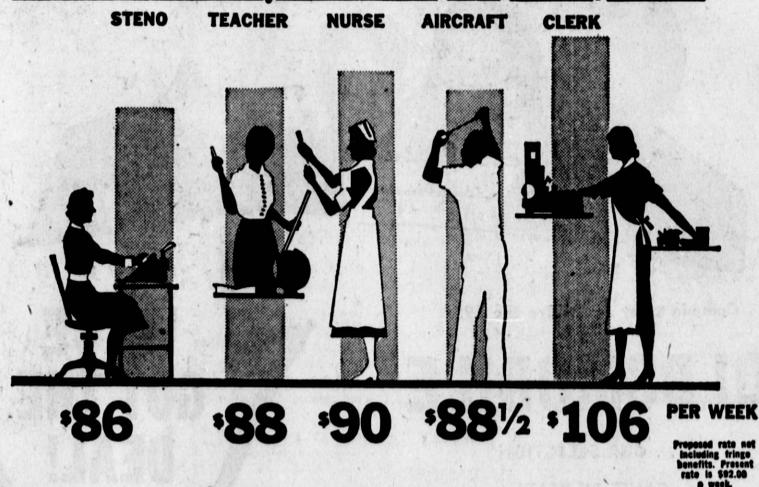
All because ONE MAN, by virtue of his control of retail market clerks, chooses to adopt high-handed "strategy" to "pressure" the market operators of Southern California into abject acceptance of his ONE MAN demands to make good an obvious intention to bring the vast multi-million dollar food marketing industry in Southern California under his dictatorial thumb.

The influence of this ONE MAN now casts a menacing shadow over every home in Los Angeles ... as an "uninvited guest," the AUTOCRAT OF EVERY BREAKFAST TABLE IN LOS ANGELES!

The illustration below tells at a glance what the retail store clerks, already the best paid in the nation, would receive for a 40-hour week, if union demands were met, in comparison with people in other important local occupations.

The illustrations do not show the \$25.00 a week in fringe benefits that the clerks are now receiving, nor do they show the additional \$18.00 in fringe benefits that the clerks are demanding, over and above the weekly wages, all paid for by the employers.

The Picture Story of a \$60,000,000 Question



THESE ARE THE "FRINGE" BENEFITS THE CLERKS NOW GET:

- 1) Up to three weeks' paid vacation
- 2) Eight paid holidays
- 3) Up to 30 days sick leave
- 4) Complete medical and hospital care
- 5) Pensions of \$100 a month
- 6) Double time on Sundays, triple time on holidays and night premium pay
- 7) Guaranteed 40-hour work week

THESE ARE THE "FRINGE" BENEFITS THE CLERKS WANT:

- 1) Extended vacation benefits
- 2) Dental care
- 3) Additional sick leave
- 4) Psychiatric care
- 5) Bigger pension benefits
- 6) Time-and-a-half for all evening hours
- 7) Supplementary unemployment pay

RETAIL FOOD STORES OF SOUTHERN CALIFORNIA

The above advertisement is presented as a public service by the Public Information Bureau of Southern California Retail Food Stores giving employment to more than 85 per cent of all members of the Retail Clerks Union